

The background of the slide is a collage of business-related images. It includes a laptop keyboard, a hand holding a pen over a notepad, and several documents with charts and graphs. One chart is titled "ANNUAL SUMMARY" and another "Business income". There are also pie charts and bar graphs showing data for different quarters and property types like "CONDO", "APARTMENT", and "HOUSE FOR RENT".

Enchanted Medical Aesthetics **CASE STUDY**

www.enchantedmedicaaesthetics.com

GROWTH99

The **PROJECT:**

Enchanted Medical Aesthetics

Ormond Beach's #1-rated premier boutique, MedSpa, specializes in prevention and anti-aging services through aesthetic injections, laser treatments, and esthetician services. At Enchanted, their experienced team's focus is on natural results, and their mission is to provide cutting-edge personalized solutions to help clients look and feel their best.

The team at Enchanted brings years of experience, knowledge, passion, and advanced techniques, providing the clients with natural results that they love. Enchanted also specializes in helping clients achieve ultimate skin health by utilizing medical-grade products and integrating appropriate and evidence-based skin health procedures. Located at **276 N Nova Road Ormond Beach, FL 32174**



The CHALLENGE:

Enchanted Medical Aesthetics is an old website with several structural issues. The website did not have pages organized by location, the title tags were not properly updated, local schema was missing, and the website speed was not optimized.

Additionally, images did not have alt tags. As a result, the website was not ranking in the local region. It also lacked clear Call to Action (CTA) buttons and mobile optimization. The website had very low traffic when it came to Growth99.



The **SOLUTION:**

On July 6, 2021, Enchanted Medical Aesthetics commenced its collaboration with Growth99, a seasoned partner in the field. With an expert touch, Growth99 diligently assisted Enchanted Medical Aesthetics in identifying the most pertinent keywords vital to their industry, ensuring alignment with their target audience's search patterns.



The proficient SEO team at Growth99 further executed comprehensive optimization of Enchanted's website, encompassing refinement of title tags, meta descriptions, and image tags. Their efforts extended to enhancing the website's performance metrics, encompassing page load speed, mobile responsiveness, and overall user experience.

First, SEO Team started with the basics, which include:

- Competitor research
- Off-page planning
- Existing backlinks checks
- Plagiarism-free content creation with keywords
- Citation creation (Syndication)
- Keyword research

Techniques that helped boosting the traffic and made the website mobile-friendly, we proceeded to

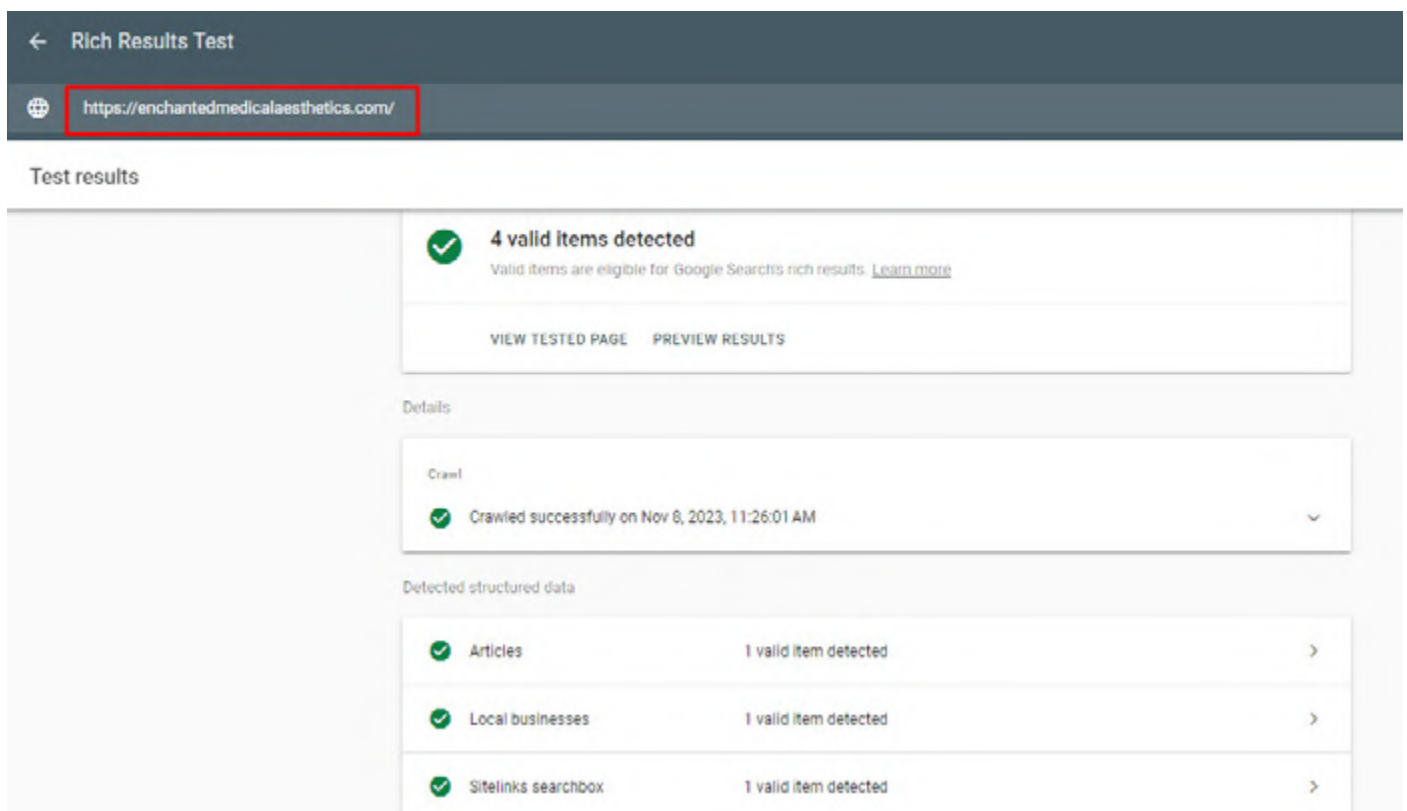
- Update the meta title and descriptions with keywords that have search volume
- Create SEO-friendly URLs
- Optimise heading tags
- Compressed images below 1 MB in size
- Add Alt Text to all images
- Submit the sitemap to Webmasters for crawling
- Design a robot.txt file
- Set up Open Graph
- Setup GA/GSC



Update the meta title and descriptions with keywords that have search volume

Schema MARKUP

By incorporating local schema markup, it made it easier for search engines to understand our local business information, improving our visibility in local search results. This directly benefits our website's SEO and helps potential customers find us more effectively.



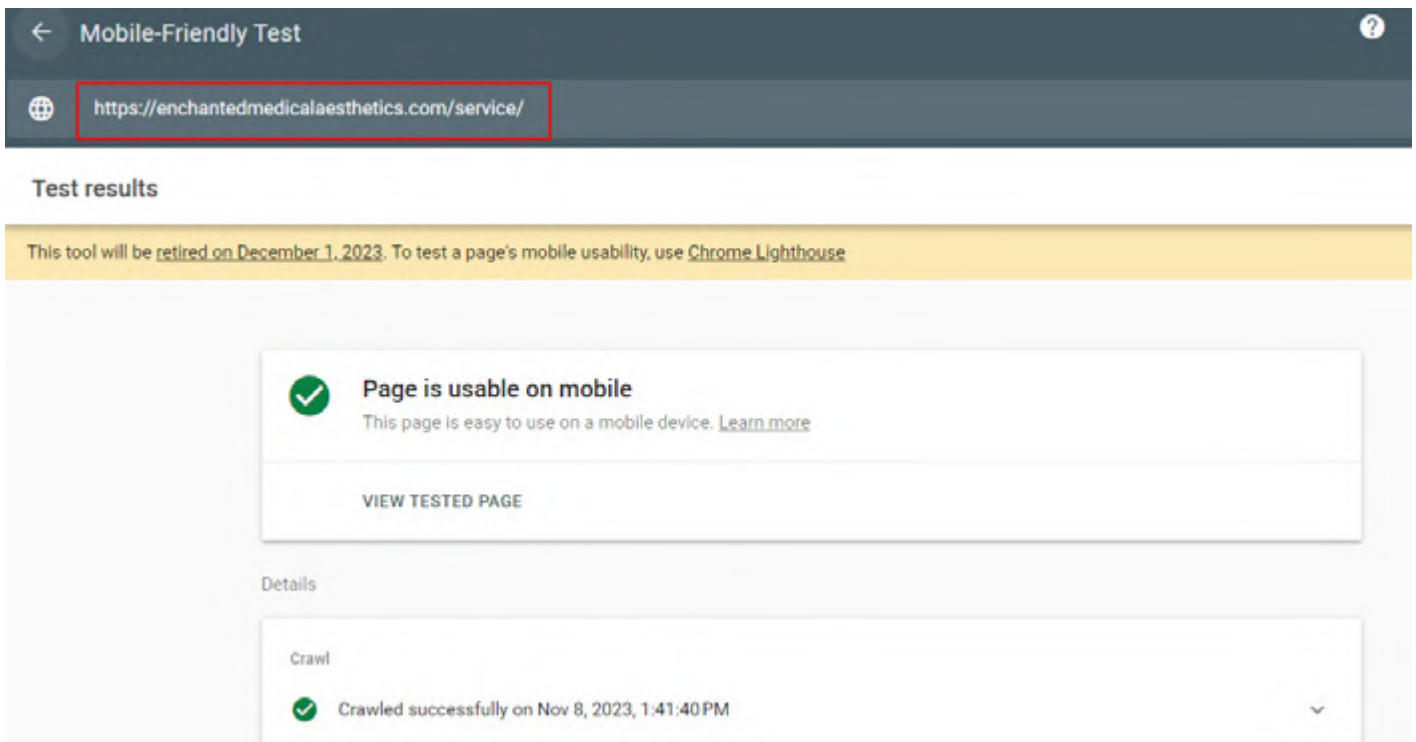
The screenshot shows the Google Rich Results Test interface. At the top, the URL <https://enchantedmedicaaesthetics.com/> is entered. Below the 'Test results' header, a green checkmark indicates '4 valid items detected'. A message states: 'Valid items are eligible for Google Search's rich results. [Learn more](#)'. Below this are links for 'VIEW TESTED PAGE' and 'PREVIEW RESULTS'. The 'Details' section shows the page was 'Crawled successfully on Nov 8, 2023, 11:26:01 AM'. The 'Detected structured data' section lists three categories, each with a green checkmark and '1 valid item detected':

Category	Count
Articles	1 valid item detected
Local businesses	1 valid item detected
Sitelinks searchbox	1 valid item detected

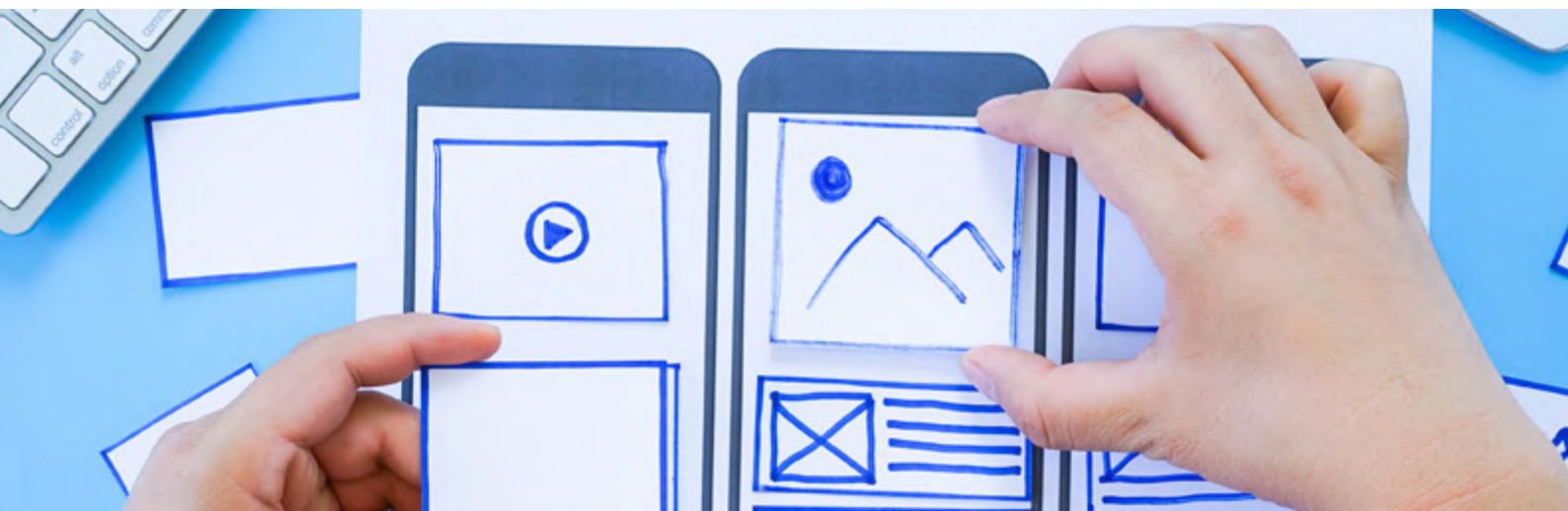


Mobile Friendly WEBSITE

Making the website mobile-friendly, which is crucial for SEO because a large portion of our users come from mobile devices.



The screenshot shows the 'Mobile-Friendly Test' interface. At the top, the URL <https://enchantedmedicaaesthetics.com/service/> is entered in the address bar. Below the address bar, the 'Test results' section displays a green checkmark icon and the text 'Page is usable on mobile'. A sub-message states: 'This page is easy to use on a mobile device. [Learn more](#)'. A button labeled 'VIEW TESTED PAGE' is positioned below the message. Under the 'Details' section, a 'Crawl' status is shown with a green checkmark and the text 'Crawled successfully on Nov 8, 2023, 1:41:40 PM'. A yellow banner at the top of the results section contains a notice: 'This tool will be retired on December 1, 2023. To test a page's mobile usability, use [Chrome Lighthouse](#)'.



Growth99's SEO experts effectively implemented Open Graph, optimizing our online content for social media visibility and audience engagement, ultimately amplifying our digital footprint.

Edit

This information will be displayed on Google and social media.

Title

Recommended: 60 characters

Description


Recommended: 155 - 160 characters

Image

Recommended: 1200x630px

Copy

Add these meta tags to your website.



Mediamask
Generate dynamic Open Graph images for your website, blog, or web application!

SPONSORED

```
<!-- HTML Meta Tags -->
<title>Ormond Beach's Premier MedSpa | Enchanted Medical
<meta name="description" content="We are Ormond Beach's P

<!-- Facebook Meta Tags -->
<meta property="og:url" content="https://enchantedmedical
<meta property="og:type" content="website">
<meta property="og:title" content="Ormond Beach's Premier
<meta property="og:description" content="We are Ormond Be
<meta property="og:image" content="https://enchantedmedi


<!-- Twitter Meta Tags -->
<meta name="twitter:card" content="summary_large_image">
<meta property="twitter:domain" content="enchantedmedical
<meta property="twitter:url" content="https://enchantedme
<meta name="twitter:title" content="Ormond Beach's Premie
<meta name="twitter:description" content="We are Ormond B
<meta name="twitter:image" content="https://enchantedmedi

<!-- Meta Tags Generated via https://www.opengraph.xyz -->
```


Preview

How your website is displayed on search engines & social media.

FACEBOOK



TWITTER





After Growth99 made these technical improvements, we didn't stop there. We keep an eye on things by:

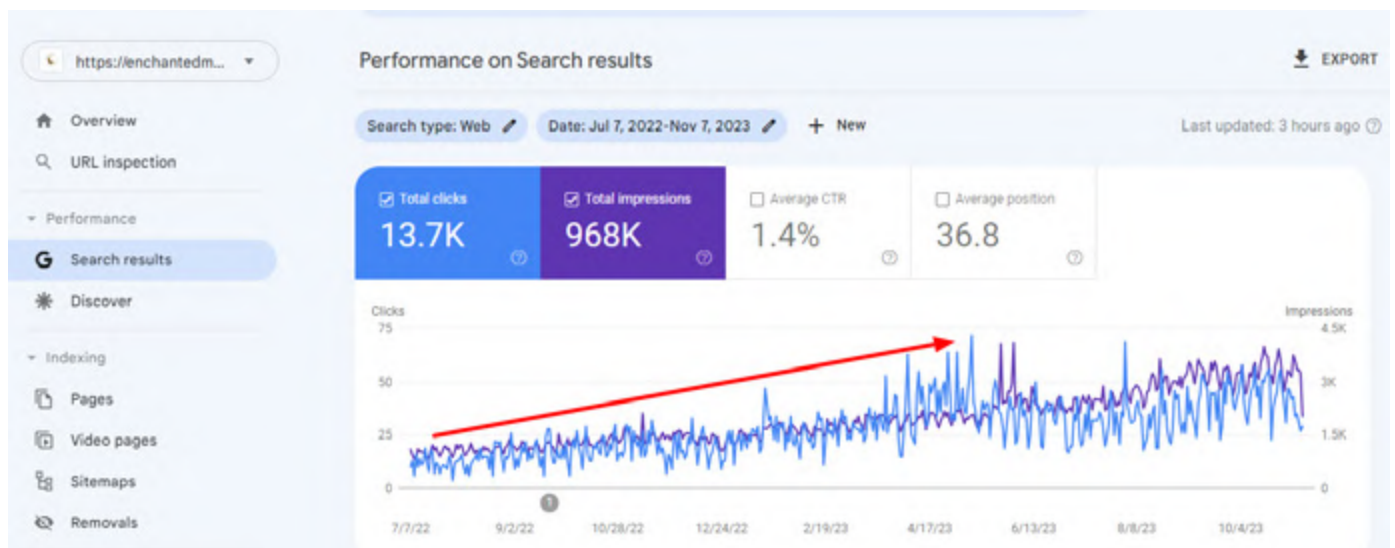
- Verify that the image alt tags on all website pages are appropriately optimized.
- Ensure that the content is properly optimized in accordance with relevant keywords and check for the correct keyword density.
- Monitor which content is performing better compared to our competitors.
- Commence the process of creating backlinks for our website to enhance ranking and increase traffic.
- Develop and publish blogs related to the services. Blogs serve the dual purpose of answering common questions, engaging customers, and fostering a website that is more favorably ranked by Google.
- We rectified the website errors identified through the SEMrush audit.



The RESULTS:

Clicks and Impressions

Clicks and impressions refer to user interactions and the visibility of our content in search engine results. These metrics have seen a consistent and gradual increase over time, showcasing the effectiveness of SEO strategy.



Organic Keywords

The number of keywords that lead people to the website keeps going up. This is happening because the SEO team regularly makes improvements on the web pages and creates links from other websites, which helps us show up higher in search results.



Organic Traffic

The organic traffic went ahead and increased simultaneously



Below is organic traffic comparison report of last 3 months year over year



Google Analytics Data

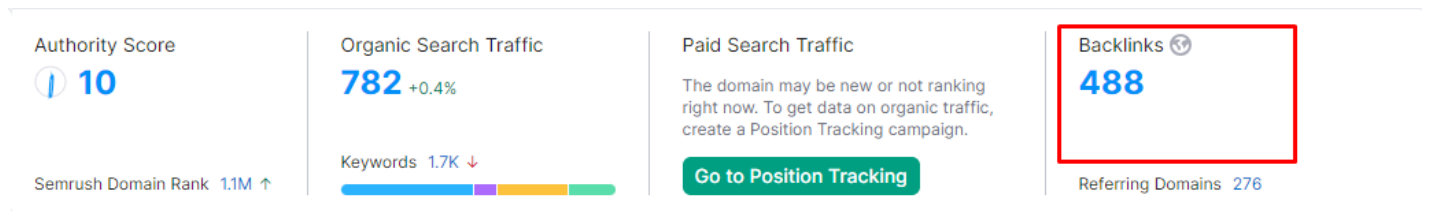
Google Analytics provides us with insights into new visitors, allowing us to track the number of users visiting our website and gauge the traffic generated. It helps us understand the trends in user acquisition and enables us to make data-driven decisions to optimize our online presence. Here is the data from 6 July 21 to 11 November 23

- Noticed an increase of **24,785 new users** according to Google Analytics.
- Noticed an increase of **24,754 users** according to Google Analytics.
- Noticed an increase of **42,445 sessions** according to Google Analytics.

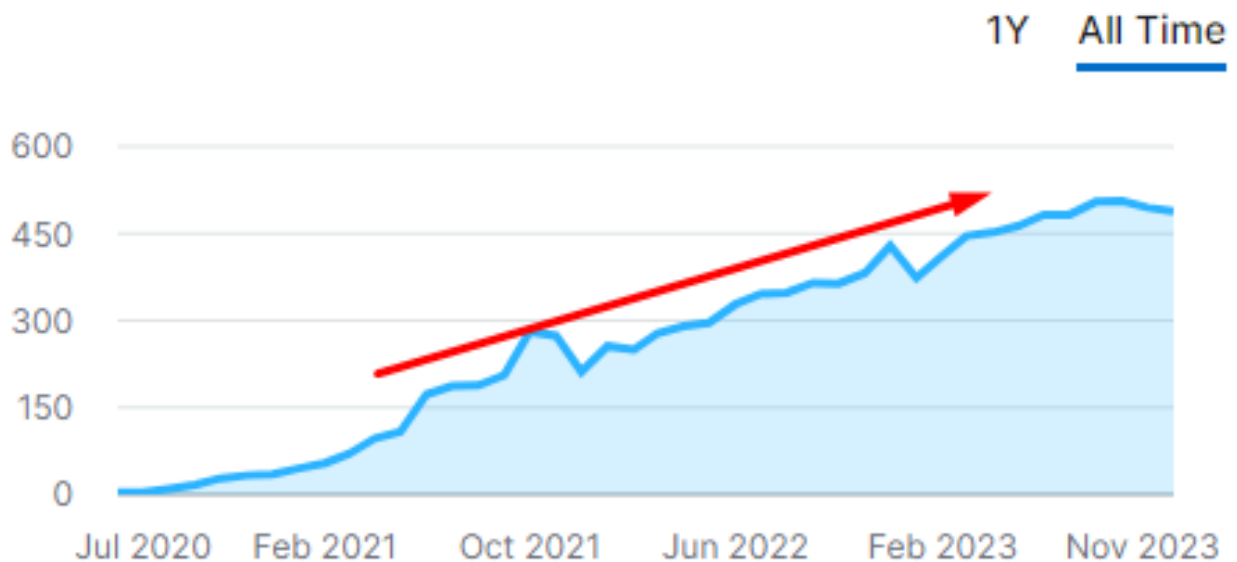


Backlinks

When they began collaborating with Growth99, the website didn't have many backlinks. However, thanks to the efforts of the SEO team, they have significantly increased the number of backlinks. As you can see in the graph, there is a continuous increase in the number of backlinks.



Backlinks



Current Ranking

Below are some of the ranking keywords of Enchanted Medical Aesthetics (Nov 11 ,2023)

Keywords	Position
Wrinkle Relaxers Ormond Beach FL	1
Dermal Fillers Ormond Beach FL	1
Sculptra Ormond Beach FL	7
Sclerotherapy Ormond Beach FL	1
Laser Hair Removal Ormond Beach FL	1

Lumecca Ormond Beach FL	1
Morpheus8 Ormond Beach FL	1
Vasculaze Ormond Beach FL	1
Cutera (Titan/Genesis) Ormond Beach FL	1
PDO/PLA Threads Ormond Beach FL	1
Platelet Rich Fibrin (PRF) Ormond Beach FL	1
Medical Grade Facials Ormond Beach FL	1
Microneedling with PRF Ormond Beach FL	1

**THANK
YOU :)**

